

## PSP DATABASES AND NORMS ESTABLISH BENCHMARKS

**A**t PSP, whenever we hear that an employee's work performance is "average," we always ask the question: "Average compared to what?" The comparison group, or benchmark, adds meaning to the term "average." After all, if an individual displays average performance compared to new employees who are just learning the job, the term "average" means one thing. However, if an individual is "average" compared to highly experienced and successful workers, the term "average" has a very different meaning.

### Databases Add Relevance

So it is with PSP's tests and surveys. The benchmark chosen for comparison with an applicant's test or survey results adds meaning, value, and relevance to those results. And, because of



PSP's strong foundation in research for over 50 years, we have an unusually wide variety of comparison groups from which to choose. As a result, we can compare applicants to many different databases in order to meet our customers' specific requirements. We have become quite skilled at organizing these databases hierarchically into

bands, thus creating norms for comparison to both occupational titles and to industry groups.

Occupational databases are at the heart of PSP's measurement systems. Not only do we have databases of test and survey results for a wide variety of hourly worker jobs, but also for supervisors, middle managers, and even company presidents. In addition, we have developed norms for a broad array of professional positions, including key jobs such as plant manager; electrical, mechanical, chemical, industrial engineers; MIS professionals; and outside or inside sales representatives. PSP also has been able to accumulate databases on specialty

positions such as customer service representative and power system operator, as well as administrative assistant and maintenance technician.

We have also developed numerous databases and norms for the manufacturing, consumer products, electronics, banking, health care and electric utility industries. Our doctoral level industrial psychologists make sure that the correct norms are used for every position we assess.

### Company Norms Create Competitive Advantage

PSP's work with hundreds of companies has enabled us to learn a great deal about differences between occupations and industries. Passing on this knowledge to our customers in the form of database-referenced assessment profiles is our core business. But increasingly, customers are asking us to create norms specifically for their companies.

Why create norms? The answer is quite simple: To pick new employees who are as good as or better than a company's existing workforce. This practice allows a company to upgrade itself with each new hire. Knowing the profile of one's current workers provides an employer with the ability to "raise the bar" for new workers, and thus to become more competitive in the marketplace and the industry.

### Start Benchmarking Now

It has become popular across industries to benchmark other successful companies, with an eye toward adopting "best practices" back home. At PSP, we believe that benchmarking also can be conducted at one's own company, profiling existing employees to establish norms which can be used to gauge future applicants. These norms can help you to hire the best applicants available in your market, giving you an edge over your competition.

If you are interested in establishing norms for your company prior to a major initiative such as a plant start-up or business expansion, contact your PSP consultant today. The care you take in selecting employees today will pay off well for your company tomorrow.

